

VELUMINA

WALLHIDE

AND ITS APPLICATION

A PITTSBURGH *Proof* PRODUCT

Revised May 10, 1929

Supersedes all previous issues.

VELUMINA WALLHIDE

*A Revolutionary Oil Base
Wall Finishing System*

VELUMINA WALLHIDE FIRST COATER

THE application of paint on interior plaster surfaces has become increasingly difficult owing to inferior plaster work and the tendency to rush painting on wet or damp walls.

These conditions offer a special handicap for all oil base flat wall paints. Practically every painter will agree that the use of varnish sealing coats is not the proper procedure for plaster walls. While the uneven suction effects on bad walls may be generally counteracted by using a varnish priming coat, the possibility of blistering and peeling of later paint coatings is very great. While a better looking job may be temporarily secured on wet or non-uniform plaster through the use of varnish base products, serious failures at a later date are always in prospect.

The Pittsburgh Plate Glass Company has always maintained the correctness of the principle of oil base flat wall paints and oil base primers; at the same time realizing that oil in its regular condition does not always meet the present type of surface and assure satisfactory two coat work.

With this thought in mind, development work has been carried on over a long period of time and has resulted in VELUMINA WALLHIDE FIRST COATER—a product which meets every requirement as a first coat material on plaster walls, giving the advantages of both an oil base and a varnish base paint without any of the disadvantages, and at the same time giving added properties possessed by neither.

VELUMINA WALLHIDE

Q. What is Velumina Wallhide First Coater?

A. It is a first coater designed primarily for plaster walls, for either new work or repainting, but equally suitable for use on standing interior wood, brick and cement surfaces under any type or kind of finishing material. It has properties radically different from anything heretofore offered.

Q. In what ways do the properties of Velumina Wallhide First Coater differ from all other products?

A. (1) It has vastly superior sealing properties. Even when applied to as porous a surface as a piece of newspaper, it stands out with a full gloss and does not wet through to the back.

See Illustrations A, B, C, D.

(2) Velumina Wallhide First Coater remains permanently elastic and flexible. After it has dried for months on a piece of paper or cloth, it will still be soft and pliable as well as adherent.

See Illustrations E, F.

(3) Velumina Wallhide First Coater is practically unaffected by moisture. It will adhere better to damp walls with less possibility of peeling or blistering than other products.

See Illustration G.

(4) Velumina Wallhide First Coater is very resistant to lime and alkali, making it much safer for use on walls which may not be thoroughly seasoned.

See Illustrations H, I.

(5) Velumina Wallhide First Coater can be safely recoated in four to six hours under favorable drying conditions.

VELUMINA WALLHIDE

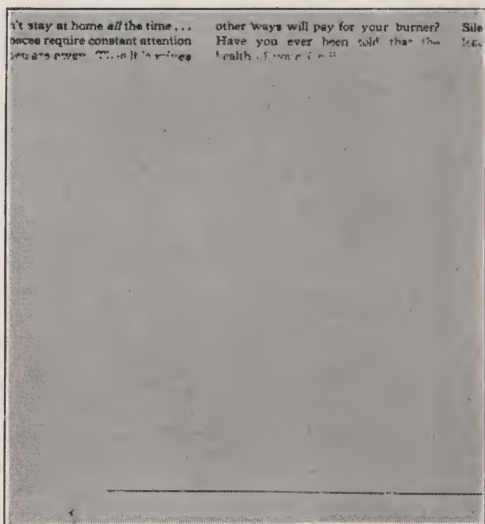


Illustration C.

styles to
select
from.

al offer-
h as only
msin's
st fine
store could make.

Come in
and make
your
selection
now.

**Runde &
meyer Co.**
lers - Milwaukee
ere Wisconsin Ave.
1525 West Wauver St.

employees of ti
the month is n
stores will sell o
waukee is know
cities in Americ
Soap is helping

February only-
sold at 60c f
\$1.10 per doz
grant odors and
by the dozens
thousands are
or come to Gi

TOILET C

GIN

Illustration D.

absorbed by the paper. This accounts for the tremendous elasticity of a Velumina Wallhide film, and accounts for the gloss with which Wallhide stands out. This gloss cannot be shown in a photograph, but the simple test above described will easily demonstrate it.

VELUMINA WALLHIDE

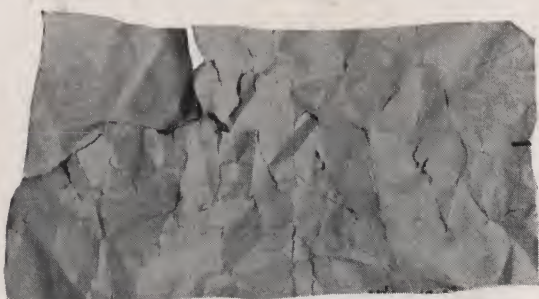
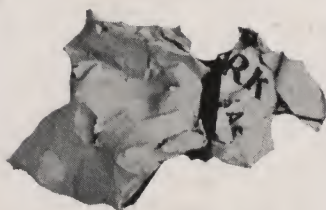
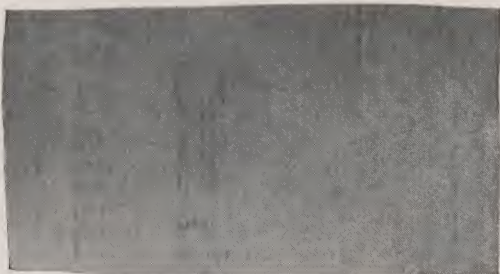


Illustration E.

Illustration E shows the average primer containing varnish applied to paper, allowed to age, crumpled and smoothed out. Note how badly the film is cracked and broken.

-
- Q. As a result of these unique properties, what special advantages does Velumina Wallhide First Coater give to the painter?
- A. (1) Velumina Wallhide First Coater may be used for old or new work on any interior standing plaster, cement, brick or wood surface with full confidence of satisfactory results.
- (2) It may be tinted to any desired shade with Oil Colors and has unusual hiding properties for a priming material.
- (3) It results in great economy:
- a. Saves both material and labor.

VELUMINA WALLHIDE

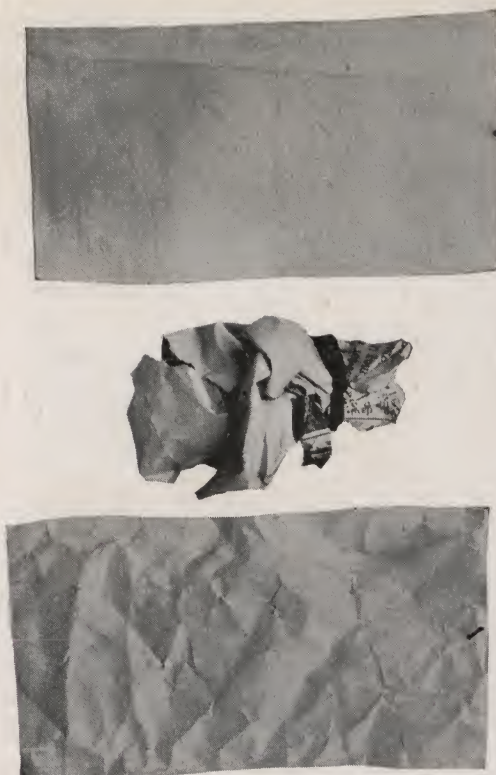


Illustration F.

Illustration F shows this same test with Velumina Wallhide. Hardly a crack or a break in the surface, showing the permanent elasticity which is so typical of Velumina Wallhide First Coater.

On account of holding out when used on highly absorbent surfaces, only about one-half the amount of material is required as with the ordinary oil base primer. This also results in making the application much easier and quicker. These advantages are not so pronounced when compared with the ordinary varnish base primers and sizes, but a noticeable economy both in speed and ease of application should be experienced even when compared with products of this type. On a smooth, hard troweled, non-absorbent

VELUMINA WALLHIDE

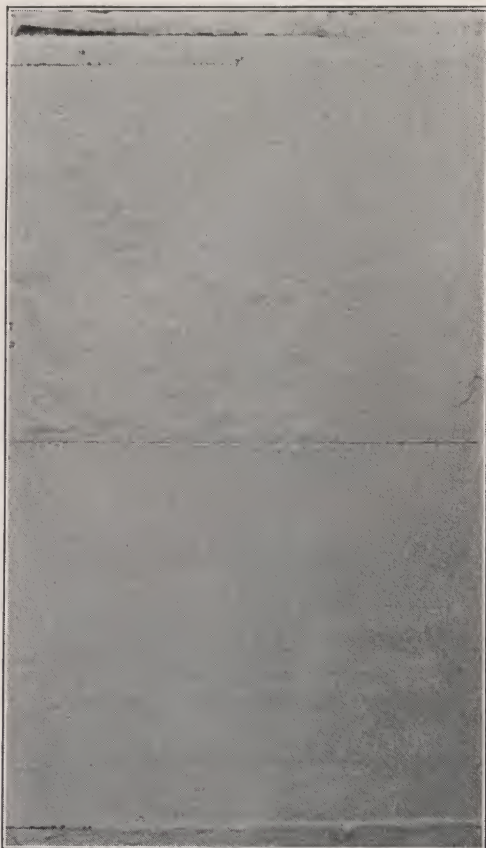


Illustration G.

Illustration G shows a wet plaster panel. The upper half was coated with a primer widely sold to prevent blistering on wet walls. The bottom half was coated with Velumina Wallhide First Coater. The same finishing paint was used over entire surface and panel subjected to continuously humid conditions, such as are met with when new walls are drying under unfavorable conditions. Note the severe blisters on upper half of the panel and entire absence of any blistering on the lower half coated with Velumina Wallhide.

surface no distinct advantage will be experienced.

- b. Under many conditions it saves a coat of material without sacrificing quality of finish.
- (4) It gives maximum sealing action and may be safely used with full confidence that suction spots are thus eliminated without danger of later trouble.

VELUMINA WALLHIDE

- (5) Wallhide First Coater may be used over fresh plaster walls with minimum danger from moisture or free lime conditions.
- (6) It may be used under any kind or type of finishing coat with the assurance that it will produce a satisfactory and permanent job.
- (7) With a properly selected finishing coat, it assures a satisfactory job in two coats on new plaster work and one which because of its elasticity and adhesiveness may be depended on to be permanent.
- (8) It permits a speed heretofore unobtainable in finishing. Under normal surface and drying conditions, overnight drying is the maximum time required. In emergency work, it may be coated with the average flat wall paint four or six hours after application. Even though it has not become thoroughly dry, it has the property in this condition of holding out the finishing coat and of continuing to dry after its application at a slower rate, but just as effectively as though it were left exposed.
- (9) It not only secures immediate results, but the painter can return to his work at any later time without fear of service trouble or defects in his work.
- (10) Velumina Wallhide First Coater possesses all the virtues of every priming material now available, including linseed oil, china wood oil, linseed and china wood oil varnish, glue size and all the proprietary brands of primers and sealers, without any of the defects and weaknesses, and has additional virtues which none of these possess.

Q. Can these claims made for Velumina Wallhide First Coater be substantiated?

A. Every one of these claims can be easily and definitely substantiated, many of them by the painter himself, and in such a positive way as to be perfectly con-

VELUMINA WALLHIDE



Illustration H.

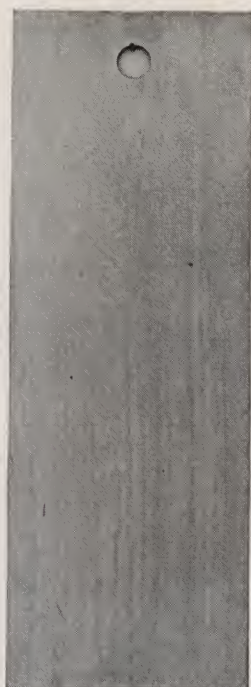


Illustration I.

Illustration H shows lead and oil applied on a metal strip and immersed over night in lime water. Note that the immersed section has been entirely destroyed.

Illustration I shows this same test with Velumina Wallhide First Coater. Note perfect resistance to lime and alkali, a characteristic of very great practical value on green or damp plaster walls.

vincing. Any one who will spend the time necessary to read this booklet and make the tests for himself will at once realize that here is a product that will entirely revolutionize his painting problems.

Directions for Use:

Velumina Wallhide First Coater is suitable for use in old or new work on interior standing plaster, brick, cement or wood, giving an elastic adhesive coating with as nearly perfect sealing properties as can be obtained. It may be applied with either brush or spray.

Reduce one gallon of Velumina Wallhide First Coater with not to exceed three pints

VELUMINA WALLHIDE

of Leptyne, Turpentine or other suitable thinner, depending upon the nature of the surface being coated. An average reduction is two pints of thinner to the gallon. IF IT IS DESIRED TO APPLY FINISHING COAT ON THE SAME DAY, REPLACE $\frac{1}{2}$ PINT OF THE THINNER WITH AN EQUAL VOLUME OF COMPO or other high grade Drier.

Oil Color may be used for tinting to any desired shade. For this purpose, use the strongest possible Colors, preferably Pittsburgh Proof Products Oil Colors, as a large addition of oil will detract from the special properties of Velumina Wallhide First Coater. DO NOT REDUCE OR MIX VELUMINA WALLHIDE FIRST COATER WITH ANY OTHER MATERIALS EXCEPT AS ABOVE DIRECTED.

As Velumina Wallhide gives 100 percent sealing, it is very important to apply carefully, as skips, however small, will, in consequence, show more conspicuously in the finishing coat. Since Wallhide works more freely than most first coaters, it is possible to apply more carefully and brush both ways without loss of time.

Overnight drying should ordinarily be allowed before the application of the second coat. The First Coater at this time may not appear to be hard, but this is characteristic of the product, which always remains elastic.

In emergency work, under normal surface and drying conditions, a finishing coat may be applied over Velumina Wallhide First Coater within four to six hours, and produce a surface free from the suction spots which are characteristic of paint applied over an improperly dried undercoat.

While Velumina Wallhide First Coater is designed to assure a perfect and successful two-coat application on old or new plaster, it is equally suitable for priming where two or more finishing coats are desired.

CARE OF BRUSHES:

Brushes used for application of Wallhide First Coater should be cleaned as soon as possible, using turpentine in preference to other thinners.

PACKAGES: Furnished in 1's, 5's and barrels, in white only, which can be tinted to desired shade with Pittsburgh Proof Products Oil Colors. Special shades can be furnished in lots of 50 gallons or over.

VELUMINA WALLHIDE

*A Revolutionary Oil Base
Wall Finishing System*

One of the

PITTSBURGH
Proof **Products**
Glass-Paint-Varnish-Brushes

of the

PITTSBURGH PLATE GLASS CO.

Distributing Stocks in 57 leading cities

BRANCHES

Akron, Ohio	Long Island City, N. Y.
Albany, N. Y.	Louisville, Ky.
Atlanta, Ga.	Memphis, Tenn.
Baltimore, Md.	Milwaukee, Wis.
Birmingham, Ala.	Minneapolis, Minn.
Boston, Mass.	Mount Vernon, N. Y.
Brooklyn, N. Y.	Newark, N. J.
Buffalo, N. Y.	New Haven, Conn.
Charlotte, N. C.	New Orleans, La.
Chicago, Ill.	Oklahoma City, Okla.
Cincinnati, Ohio	Omaha, Nebr.
Cleveland, Ohio	Peoria, Ill.
Columbus, Ohio	Philadelphia, Pa.
Dallas, Texas	Pittsburgh, Pa.
Davenport, Iowa	Rochester, N. Y.
Denver, Colo.	Savannah, Ga.
Des Moines, Iowa	San Antonio, Texas
Detroit, Mich.	Shreveport, La.
Ft. Worth, Texas	Springfield, Mass.
Grand Rapids, Mich.	St. Louis, Mo.
Harrisburg, Pa.	South Bend, Ind.
High Point, No. Carolina	Syracuse, N. Y.
Houston, Texas	St. Paul, Minn.
Indianapolis, Ind.	Toledo, Ohio
Jacksonville, Fla.	Tampa, Florida
Kansas City, Mo.	Tulsa, Okla.
	Washington, D. C.

PAINT AND VARNISH DIVISION

Pittsburgh Plate Glass Company
Los Angeles, Cal. San Francisco, Cal.

PAINT AND VARNISH DIVISION

Pittsburgh Plate Glass Company
Seattle, Wash. *Portland, Ore.
*Formerly Timms, Cress & Company

EXPORT OFFICE

PAINT AND VARNISH DIVISION

Pittsburgh Plate Glass Company
Foot of Chester Ave., Newark, N. J.

NEW YORK OFFICE

PAINT AND VARNISH DIVISION

Pittsburgh Plate Glass Company
16 E. 40th Street, New York City

FACTORIES

PAINT AND VARNISH DIVISION

Pittsburgh Plate Glass Company
Milwaukee, Wis. Newark, N. J.
Portland, Ore. Los Angeles, Calif.

VELUMINA WALLHIDE

A Revolutionary Oil Base

Waterproof System

PITTSBURGH

Distributors

Akron, Ohio
Albany, N. Y.
Atlanta, Ga.
Baltimore, Md.
Birmingham, Ala.
Boston, Mass.
Brooklyn, N. Y.
Buffalo, N. Y.
Charlotte, N. C.
Chicago, Ill.
Cincinnati, Ohio
Cleveland, Ohio
Columbus, Ohio
Dallas, Texas
Davenport, Iowa
Denver, Colorado
Des Moines, Iowa
Detroit, Michigan
Ft. Worth, Texas
Grand Rapids, Michigan
Harrisburg, Pa.
High Point, N. C.
Houston, Texas
Indianapolis, Ind.
Jacksonville, Fla.
Kansas City, Mo.

Pittsburgh

Los Angeles

Pittsburgh

Seattle

* Portland

Pittsburgh

Ft. Worth

Pittsburgh

16

Digitized by ASSOCIATION FOR PRESERVATION TECHNOLOGY, www.apti.org for the
BUILDING TECHNOLOGY HERITAGE LIBRARY
<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of

Tulane University: Southeastern Architectural Archive <http://seaa.tulane.edu>

BRUSH
Products
Brushes

GLASS CO.

leading cities

Long Island City, N. Y.
Louisville, Ky.
Memphis, Tenn.
Milwaukee, Wis.
Minneapolis, Minn.
Mont Vernon, N. Y.
Newark, N. J.
New Haven, Conn.
New Orleans, La.
Oklahoma City, Okla.
Omaha, Nebr.
Peoria, Ill.
Philadelphia, Pa.
Pittsburgh, Pa.
Rochester, N. Y.
Savannah, Ga.
San Antonio, Texas
Savannah, Ga.
Springfield, Mass.
St. Louis, Mo.
Tomball, Ind.
Troy, N. Y.
Tulsa, Okla.
Tulsa, Okla.
Tulsa, Okla.

DIVISION
Company
San Francisco, Cal.

DIVISION
Company
Portland, Ore.
Company

ICE
DIVISION
Company
Newark, N. J.

OFFICE
DIVISION
Company
New York City

FACTORIES

PAINT AND VARNISH DIVISION

Pittsburgh Plate Glass Company
Milwaukee, Wis. Newark, N. J.
Portland, Ore. Los Angeles, Calif.